

**METHOD, APPARATUS AND SYSTEM FOR PROVIDING PRODUCT
ADVISORY INFORMATION FOR A WEB-BASED SALES APPLICATION**

ABSTRACT OF THE DISCLOSURE

[0039] An apparatus, system, and method are provided for receiving requirements information from a user via a web browser. The request and the requirements information are received by a web server and forwarded to a correlation engine. The correlation engine is operatively connected to, among other things, a catalog database listing various products that are available to the user, a pricing database that contains price information for a plurality of the products, an advisor database that contains feature information about the products, and a client relationship manager that retains information about the user. The correlation engine correlates the data from the various database through appropriate function modules in order to determine which product best suits the user's requirements based on price, availability, and feature set. The user is presented with a coherent set of choices and is thus enabled to select one or more items from those choices to consummate a sale for the products.